



**SIECUS**

2012 ANNUAL REPORT



Founded in 1964, the Sexuality Information and Education Council of the United States (SIECUS) affirms that sexuality is a fundamental part of being human, one that is worthy of dignity and respect. We advocate for the right of all people to accurate information, comprehensive education about sexuality, and sexual health services. SIECUS works to create a world that ensures social justice and sexual rights.

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MESSAGE FROM THE  
CHAIR OF THE BOARD

## Elizabeth M. Casparian, Ph.D.



The passage of time is catching me by surprise. This past year I turned 50. My oldest child has graduated college, my middle one is in college, and my youngest will soon be nearing the end of high school. How did all of this happen? It makes me think of the history of SIECUS and all that Dr. Mary Calderone must have thought back in 1964 when she and a small group of others founded our organization.

SIECUS has come a long way since that time. We've faced challenges from conservatives in Congress, the far right movement, and vocal advocates who believe young people would be better off without the knowledge to make informed sexual and reproductive choices. We've also triumphed, winning battles on the ground to ensure young people receive education programs that give them the information they need to live sexually healthy lives, enlisting a greater number of progressive policymakers who stand up for sexuality education and sexual and reproductive rights, and engaging the public in sexuality education issues so they are now securely on our side.

This past year was no exception to SIECUS facing our challenges while also celebrating our achievements. We tackled clashes in Congress, including the resurgence of the federally-funded Community-Based Abstinence Education program (now called the Competitive Abstinence Education program); battles in states with those opposed to comprehensive sexuality education attempting to gain ground through policy changes; and fights over federal dollars for teen pregnancy prevention and sexuality education programs.

But in 2012, we triumphed. Funding for teen pregnancy prevention and sexuality education programs remained level, despite proposed cuts by conservative members of Congress. More evidence-based and innovative teen pregnancy prevention and sexuality education programs have taken root in communities. And finally, following the November 2012 elections, a greater number of members of Congress were elected who support our pro-sexuality education, pro-choice, and pro-marriage equality agenda. There is a lot that SIECUS and our movement can be proud of accomplishing this year.

But none of it — truly, none of it — would have been possible without the support of our generous donors and foundation funders. That is why I would like to dedicate this 2012 annual report to those who donated to SIECUS, allowing us to realize the achievements featured in this report.

On behalf of the SIECUS Board of Directors, I sincerely thank you all and hope that you will continue to stand beside us in the year ahead so that we can make even greater progress to ensure the sexual health and well-being of all people.

With much appreciation,

ELIZABETH M. CASPARIAN, PH.D.  
CHAIR OF THE BOARD



MESSAGE FROM THE  
PRESIDENT AND CEO

## Monica Rodriguez



In my second year as the President and CEO of SIECUS, I never imagined the roller coaster ride we'd be on, both as an organization and more broadly, as a country.

Gearing up for the elections took much of our energy in 2012, identifying our greatest allies in Congress, speculating which seats were in jeopardy, determining what alternatives there were, shoring up relationships with Congressional offices, and waiting, at the edge of our seats, for the results to come in.

We are so pleased that, given the possibilities, our issues of sexual and reproductive health and rights fared well in the most recent elections. We will continue to do our work with the support of a pro-sexuality education, pro-choice, pro-marriage equality President who values the lives, health, and rights of all individuals. We applaud wins in several states for Congressional seats and state and local level positions with representatives who share our forward-moving agenda. We sigh with relief at the defeat

of several state and local initiatives that would have been damaging to individual sexual and reproductive health and rights. And we celebrate the citizens of the four new states affirming marriage equality.

For all of this we are thankful.

But more than this, we are thankful for you, our generous supporters. This year, by sticking by us, you have made an enormous impact on sexual and reproductive health programs and policies throughout the nation, which is highlighted in this report.

The positive election results bring great opportunity. And with great opportunity, comes great responsibility for SIECUS. We pledge to move the needle on sexual and reproductive health programs, policies, and funding as we have a supportive Administration, more progressive members in Congress, and the majority of the country on our side.

This year we need for you to continue and increase your support so that we can build on our momentum and push even harder for better policies, educate more individuals who influence the lives of young people, advocate louder for increased funding to support comprehensive sexuality education programs, and work smarter to protect and secure the sexual health and rights of all Americans.

You and SIECUS can do this together!

Sincerely,

**MONICA RODRIGUEZ**  
PRESIDENT AND CEO

# 2012 PROGRAM HIGHLIGHTS

Over the past year, we reframed and reprioritized as we implemented the first year of our new strategic plan, *Creating a Sexually Healthy America, 2012–2016*. SIECUS' programmatic, policy, and advocacy efforts focused on three strategic priorities:

## **STRATEGIC PRIORITY 1: SEXUAL HEALTH AND WELL-BEING**

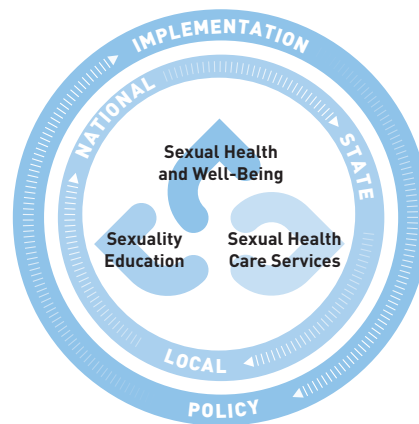
SIECUS promotes a broad, holistic framework for sexual health and well-being throughout the lifespan. There is an urgent need for a new approach in the public and professional discourse about sexuality. The current dialogue in the United States tends to be negative, disease and problem focused, and exploitative. Sexuality is a fundamental part of being human and a shift in the discourse to reflect a broader, holistic framework is required to move us toward achieving sexual health and well-being throughout the lifespan.

## **STRATEGIC PRIORITY 2: SEXUALITY EDUCATION**

SIECUS works to ensure the availability of high-quality sexuality education whose goal is to support sexual health and well-being throughout the lifespan. We focus our efforts in four interconnected areas: policy and advocacy, program implementation, resource development, and training.

## **STRATEGIC PRIORITY 3: SEXUAL HEALTH CARE SERVICES**

SIECUS believes that all people in the United States should have equal access to quality sexual health care services. Sexual health and well-being can only be achieved by eliminating health disparities and providing accessible, affordable, and confidential sexual health care services for all. SIECUS will use its policy and program implementation expertise to move our country towards more equitable access to sexual health care services.



Each of these strategic priorities is interconnected; only by providing access to high-quality sexuality education and sexual health care services will we reach the goal of a public that enjoys sexual health and well-being throughout the lifespan. SIECUS is addressing each of these strategic priorities by leveraging our position at the nexus of policy and implementation.

This year, we've made remarkable progress toward advancing these priorities and moving our agenda forward at the national, state, and local levels.

# POLICY & ADVOCACY

## FEDERAL POLICY AND ADVOCACY

### FEDERAL POLICY

SIECUS worked with select members of Congress to ensure the introduction of federal legislation to support comprehensive sexuality education, expand federal funding for sexuality education, provide teacher training for K-12 sexuality educators, direct funding toward strategies to end HIV/AIDS at home and abroad, strengthen teen pregnancy prevention programs, and repeal funding for abstinence-only-until-marriage programs. These bills include the Real Education for Healthy Youth Act, the Ending the HIV/AIDS Epidemic Act, and the Repealing Ineffective and Incomplete Abstinence-Only-Until-Marriage Programs Act. In addition, SIECUS worked with members of the House Labor, Health and Human Services, and Education subcommittee to protect funding for teen pregnancy prevention initiatives, HIV/AIDS education and service programs, sexuality education, and Title X family planning programs.

### POLICYMAKER EDUCATION

- SIECUS hosted our ninth annual “Back to School” Briefing — *Sex Education for America’s Future* on Capitol Hill. Nearly 100 staff from Congressional offices and colleague organizations attended the briefing, our largest turnout ever.



**SIECUS’ BACK TO SCHOOL BRIEFING, OCTOBER 2011**

- In 2012, SIECUS staff visited with over 30 federal policymaker offices from both sides of the aisle to communicate the importance of increasing funding for the Teen Pregnancy Prevention Initiative (TPPI), restoring funding for the Division of Adolescent and School Health (DASH), eliminating funding for discretionary abstinence-only-until-marriage programs, and sharing requests from the HIV/AIDS and sexual and reproductive health and rights portfolio.

### ADVOCACY TRAININGS

- The sixth annual *One Voice: Reproductive Health and Environment Summit* took place in October 2011, in Washington, DC. SIECUS cosponsored this year’s Summit with Advocates for Youth, Americans for Informed Democracy, and the Sierra Club. Forty-five youth between the ages of 17 and 25 participated in issue-based and skills-building workshops, followed by an advocacy day on Capitol Hill.



**SEX & POLITICS IN THE CAPITAL CITY:  
SUMMER INTERN SERIES ON SEXUAL  
HEALTH, REPRODUCTIVE JUSTICE,  
AND HIV/AIDS, JULY 2012**

- For the sixth year, SIECUS again joined with Advocates for Youth, the Center for Health and Gender Equity, and Choice USA to host *Sex & Politics in the Capital City: Summer Intern Series on Sexual Health, Reproductive Justice, and HIV/AIDS*. Throughout the summer of 2012, the host organizations planned a series of lunchtime training sessions on different facets of domestic and international sexual and reproductive health issues, including an advocacy day on Capitol Hill.



**CDC CONSULTATIVE MEETING,  
MARCH 2012**

#### **FEDERAL POLICY COALITIONS, WORKGROUPS, AND COLLABORATIONS**

- This year, SIECUS participated in the Youth HIV/STI Prevention and Sexual Health External Review conducted by the National Center for HIV, Viral Hepatitis, STD, and TB Prevention (NCHHSTP), Centers for Disease Control and Prevention (CDC). The purpose was to review the federal government's spending for youth sexual health efforts and make specific recommendations to the CDC, particularly NCHHSTP, about future directions and allocations.

- SIECUS presented at the February 2012 meeting of the President's Advisory Council on HIV/AIDS (PACHA) to provide an update on youth HIV/AIDS activities by the Department of Health and Human Services (DHHS) and other relevant federal government agencies, as a follow up to the youth session at the September 2011 PACHA meeting.
- SIECUS continued to participate in the Federal AIDS Policy Partnership (FAPP), presenting at the FAPP meeting on fiscal year 2012 appropriations and funding for sex education; completing the year-long term on the FAPP Convening Group; meeting with administration officials overseeing HIV/AIDS and CDC portfolios to discuss funding for the HIV/AIDS portfolio for fiscal years 2012 and 2013; and working with our co-chairs to draft and circulate a community sign-on letter in support of the HIV/AIDS funding portfolio.
- SIECUS continued to work with representatives from the lesbian, gay, bisexual, and transgender (LGBT) community and the sexual and reproductive health (SRH) community to ensure that advocacy for comprehensive sexuality education programs is an integral part of their efforts, including the LGBT Lobbyists, the National Safe Schools Partnership, and the Family Planning Coalition.
- SIECUS held this year's National Coalition to Support Sexuality Education (NCSSE) meeting in Washington, DC in April 2012. Members of the 150-organization-strong coalition participated in a day packed with information and strategies to help lead our field, which was particularly important given this critical election year.
- SIECUS engaged with members of the Coalition for the National HIV/AIDS Strategy (NHAS) to get a letter to the President calling for his delivery of a keynote speech at the AIDS 2012 conference and recommending steps to maximize the success of the NHAS in the year ahead. These steps include a call for funding and policies supporting comprehensive

sexuality education as well as a call to end funding for abstinence-only-until-marriage programs. In addition, SIECUS, Advocates for Youth, and other select partners developed a youth-focused addendum to the NHAS, which was released during the International AIDS Conference in July 2012.

- For several years SIECUS has worked with the National Association of People With AIDS (NAPWA) and the Treatment Access Expansion Project (TAEP) to ensure that comprehensive sexuality education is supported during AIDSWatch, an event in its 20th year that brings hundreds of people living with HIV/AIDS to advocate on Capitol Hill. AIDSWatch 2012 included asks of supporting funding for comprehensive sexuality education and TPPI and called for the elimination of abstinence-only-until-marriage programs.

## STATE POLICY AND ADVOCACY

### STATE PARTNERSHIPS TO SUPPORT COMPREHENSIVE SEXUALITY EDUCATION POLICY AND FIGHT AGAINST ABSTINENCE-ONLY-UNTIL-MARRIAGE PROGRAMS

This year, SIECUS partnered with state-based organizations in DC, Florida, Louisiana, Mississippi, New York, Ohio, and other states to advance sexuality and sexual health education programs and policies and fight against existing and new advances made by proponents of abstinence-only-until-marriage programs.

### TRAININGS AND RESOURCES

- In May 2012, SIECUS cosponsored and co-hosted the State Summit, an annual multi-day training for advocates and educators held in Washington, DC, which was attended by 85 individuals from 27 states and the District of Columbia, along with Advocates for Youth, the

American Civil Liberties Union, Planned Parenthood Federation of America, and other national colleagues. SIECUS' key partners from several states attended, including those from Alabama, Florida, Louisiana, Mississippi, New York, Ohio, and West Virginia.

- This year, we researched and published the Fiscal Year 2010 edition of the *SIECUS State Profiles: A Portrait of Sexuality Education and Abstinence-Only-Until-Marriage Programs in the States*, our eighth edition, which includes information on federally supported programming and best practices for teen pregnancy, HIV/AIDS, and STD prevention initiatives as well as information on federal and state funding for sexuality education, teen pregnancy prevention, HIV/AIDS and STD prevention, and abstinence-only-until-marriage programs.

### STATE POLICY COALITIONS, WORKGROUPS, AND COLLABORATIONS

- In 2012, SIECUS worked with fellow members of the All Students Count Coalition to develop and produce a webinar titled "Closing Health and Education Disparities through LGBTQ Youth Data Collection on the YRBS." The purpose of the webinar was to discuss strategies for adding questions to the Youth Risk Behavior Surveillance (YRBS) survey that help gather data about LGBTQ youth as a means of better equipping states and school districts to implement more inclusive policies and programs—reducing disparities and promoting health, safety, and academic success for all students.
- While we are a national organization, New York City (NYC) always holds a special place for SIECUS as that is where we were founded and remains our home base. This year, SIECUS has continued to participate in the regular meetings of the NYC Connect to Protect Coalition, the Adolescent Work Group of the NYC HIV Prevention Planning Group, and the Sex Education Alliance of New York City (SEANYC).



# PROGRAM IMPLEMENTATION



**SIECUS STAFF WITH TEACHERS AT CAPITAL CITY PUBLIC CHARTER SCHOOL, WASHINGTON, DC, APRIL 2012**

## **ENSURE THE IMPLEMENTATION OF HIGH-QUALITY SEXUALITY EDUCATION PROGRAMS**

SIECUS worked closely with partners on the ground in Washington, DC, Florida, and other states to ensure the implementation of high-quality sexuality education programs through fund development, skills-based training, and program planning.

## **NATIONAL SEXUALITY EDUCATION STANDARDS**

In January 2012, the ground-breaking *National Sexuality Education Standards: Core Content and Skills, K-12* were published in the *Journal of School Health*, providing clear, consistent, and straightforward guidance on the essential minimum, core content for sexuality education that is developmentally and age-appropriate for students in grades Kindergarten through 12. The *Standards* are the result of a cooperative effort by the American Association for Health Education, the American School Health Association, the National Education Association Health Information Network, and the Society of State Leaders of Health and Physical Education, in coordination with the Future of Sex Education (FoSE) Initiative (led by Advocates for Youth, Answer, and SIECUS).

Upon their release, the *Standards* received well over 400 news media hits in such outlets as *ABC News*, the *Associated Press*, *CBS News*, *The Chicago Sun-Times*, *Education Week*, *Fox News*, the *Miami Herald*, *The New York Times*, *Univision*, and *The Washington Post*.

In addition, the FoSE partners hosted 15 informational webinars on the *Standards* targeting state coalition partners, DASH partners, and educators and advocates in the field. Through these webinars, we educated and influenced thousands of educators and advocates throughout the country.

## **TECHNICAL ASSISTANCE**

This year, SIECUS provided in-depth technical assistance to over 120 state and local agencies, organizations, coalitions, educators, researchers, academics, and advocates. Our technical assistance reached sexual health educators in New Mexico, program planners in West Virginia, pastors in New Jersey, community-based programs in Louisiana, and health and education agencies throughout the southeast, among others.

## **TRAININGS AND RESOURCES**

- Delivering trainings is one of the primary ways that SIECUS shares information and educates key, influential audiences. Some of the trainings we delivered this year include: two training sessions for sexual health education professionals at Office of Adolescent Health regional trainings in Austin, TX and Baltimore, MD; a presentation



**SIECUS DELIVERING A PRESENTATION AT THE UNIVERSITY OF PENNSYLVANIA'S SCHOOL OF NURSING, FEBRUARY 2012**



**SIECUS DELIVERING A TRAINING FOR GRANTEEES OF THE OFFICE OF ADOLESCENT HEALTH IN PHILADELPHIA, PA, JUNE 2012**

at the annual Sex Ed Conference hosted by the Center for Family Life Education of Planned Parenthood of Greater Northern NJ; a training for Clark County, Nevada middle and high school health teachers, who are responsible for teaching 139,423 students, grades 7-12, in required health topics, including sexual health; a workshop for New York City health and physical education teachers sharing sexuality education lessons they can use that fit with New York City's sexuality education mandate; a presentation for students preparing for careers in sexual

health promotion at the University of Pennsylvania on the topic of recent trends in sexuality education; a keynote presentation on the *National Sexuality Education Standards* for the HIV/AIDS/STDs and Sexuality Regional Conference in Kansas City; two training sessions for sexual health education professionals in Minneapolis, MN and Philadelphia, PA; and a webinar on the topic of adolescent pregnancy prevention program marketing, among many others.

- SIECUS and Answer cosponsored and provided staff for the annual Training Institute in Sexual Health Education (TISHE), an intensive five-day retreat for professionals providing sexuality education to middle and high school aged youth. Participant feedback included:

*"I can implement all the tools that were given to me; the majority of which will help me in the classroom and beyond."*



**PARTICIPANTS AND CORE STAFF AT THE TRAINING INSTITUTE IN SEXUAL HEALTH EDUCATION, JULY 2012**

*"Excellent! I have such respect and admiration for all of you. Thank you so much. You've also made such an effort to make yourselves resources and support after TISHE is over, which I really appreciated."*

*"Core staff was excellent and each person brought a uniqueness that engaged my learning style."*

- SIECUS bibliographies provide professionals and parents with an annotated list of reliable resources. This year, we published two bibliographies: "Sexuality and Disability" and "Sexuality in Mid- to Later Life."

# STRATEGIC COMMUNICATIONS



**DEMONSTRATORS IN SALT LAKE CITY, UTAH, PROTEST HB 363**

## EDUCATIONAL AND ADVOCACY RESOURCES

- SIECUS tracked controversies related to sexuality education, writing and posting Community Action Updates on 31 distinct controversies in 2012. Further, we researched, wrote, published, and widely disseminated an annual report of sexuality education-related controversies for the 2011-2012 school year, "Standards, Standoffs, and the Hidden Curriculum: A Summary Report on Sexuality Education Controversies, 2011-2012."

- This year, SIECUS produced, posted to our website, and widely shared 50 Policy Updates.
- SIECUS produced 16 summaries of recent human sexuality research articles drawn from a variety of peer-reviewed journals. These Research Updates were posted to our website and disseminated on our listservs and at on-site trainings.

## SPEAKING ENGAGEMENTS, KEYNOTES, AND TRAININGS

SIECUS' President speaks on key sexuality-related topics at conferences and meetings nationwide. For example, this year SIECUS' president participated in "Schooling Sex: A Community Discussion on Sex Education in the NYC School System," hosted by Gay Men's Health Crisis; delivered a keynote presentation for "What's Your Message: 2012 Adolescent Sexuality Conference" in Seaside, OR; delivered the opening keynote, in partnership with the President of Advocates for Youth, for State Summit VI in May 2012; and facilitated a day-long training for the San Bernardino (CA) County Schools.



**SIECUS FEATURED ON THE PANEL AT GMHC'S COMMUNITY DISCUSSION ON SEX EDUCATION IN THE NYC SCHOOL SYSTEM, JANUARY 2012**

## MEDIA INTERVIEWS AND APPEARANCES

In 2012, SIECUS appeared in over 500 news media outlets, including the *Associated Press*, *The Chicago Tribune*, *CNN.com*, *Contemporary Sexuality*, *Education Week*, the *Florida Independent*, *Gay Today*, the *Houston Chronicle*, the *Huffington Post*, *The New York Times*, *Politico*, *Reuters*, *RH Reality Check*, the *Wall Street Journal*, *The Washington Post*, *The Washington Times*, and many others. Most of these appearances were linked to the release of the *National Sexuality Education Standards*.

## CREATE AND IMPLEMENT A MULTI-MODAL COMMUNICATIONS STRATEGY THAT BRANDS SIECUS AS A LEADER ON SEXUAL HEALTH AND WELL-BEING

In August 2012, SIECUS began its partnership with a public relations firm to develop an organization-wide strategic communications plan, as well as to strengthen our digital and social media capabilities. In the meantime, we have continued to expand our current communications activities, including efforts to build and engage a larger base of supporters, while this plan is being developed. This year, SIECUS: posted 120 times on Facebook and Twitter, more than twice as much as the previous year; reached 3,100 Facebook fans, a 15% increase over the prior year; and reached over 1,200 Twitter followers, nearly doubling the number of followers from the prior year.

### SIECUS BOARD OF DIRECTORS

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SIECUS would like to thank Peggy Calestro, Tomas Leal, Kali Lindsey, and Pam Sutherland who rotated off the SIECUS Board after spending many years with us. They have each been invaluable in our organization's growth and development.

### SIECUS STAFF

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**KURT CONKLIN, MPH, MCHES**  
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**KELSEY VAN NICE**  
State Strategy Coordinator

SIECUS would like to thank Morgan Marshall and Jennifer Heitel Yakush, who moved on from SIECUS in fiscal year 2012.

## CIRCLE OF SUPPORT

We thank our donors, including those who wish to remain anonymous, for their generosity over the past year!

### INSTITUTIONAL SUPPORT

Anonymous (1)	The Grove Foundation
The Brico Fund	The George Gund Foundation
The Brush Foundation	JBS International
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SIECUS would also like to thank the Family Planning Council for their support throughout 2012.



# 2012 INCOME & EXPENSES

## FISCAL YEAR 2012 STATEMENT OF INCOME AND EXPENSES

For the Year Ending September 30, 2012, with comparative totals for 2011.

INCOME	2011	2012
<i>Public Support</i>		
Individual Contributions and Bequests	\$ 247,204	\$ 443,363
Foundation and Organizational Grants	\$ 818,524	\$ 576,078
CDC Agreement	\$ 170,715	\$ 0
<b>Total Public Support</b>	<b>\$ 1,236,443</b>	<b>\$ 1,019,441</b>
<i>Earned Income</i>		
Honoraria	\$ 0	\$ 48,220
Publications	\$ 7,540	\$ 8,774
Interest	\$ 649	\$ 175
Miscellaneous	\$ 3,903	\$ 4,754
<b>Total Earned Income</b>	<b>\$ 12,092</b>	<b>\$ 61,923</b>
<b>TOTAL INCOME</b>	<b>\$ 1,248,535</b>	<b>\$ 1,081,364</b>
<b>EXPENSES</b>		
	<b>2011</b>	<b>2012</b>
Information and Communications	\$ 53,821	\$ 0
Education and Training	\$ 345,907	\$ 267,623
Public Policy and Advocacy	\$ 367,595	\$ 398,407
Administration	\$ 182,195	\$ 211,695
Fundraising	\$ 167,441	\$ 189,057
<b>TOTAL EXPENSES</b>	<b>\$ 1,116,959</b>	<b>\$ 1,066,784</b>
<b>NET INCOME AND EXPENSES</b>	<b>\$ 131,576</b>	<b>\$ 14,580</b>
Unrestricted Net Assets at beginning of year	(\$ 19,942)	\$ 111,634
Change in Net Assets	\$ 131,576	\$ 14,580
Unrestricted Net Assets at end of year	\$ 111,634	\$ 126,214

*\*Note: In addition, SIECUS has \$700,000 in temporarily restricted net assets.*

## FUTURE DONATIONS TO SIECUS

To make a donation to SIECUS, please visit [www.siecus.org](http://www.siecus.org) or mail your check to:

### SIECUS

90 John Street, Suite 402

New York, NY 10038

Attention: Jason Osher, Chief Operating Officer

Or you can call Jason Osher at (212) 819-9770, extension 319. Mr. Osher will send materials, take credit card information, or provide information on donating stock and planned giving.

## SIECUS 2012 ANNUAL REPORT

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